

FT NPL

11/3,K/1 (Item 1 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2003 Resp. DB Svcs. All rts. reserv.

02333234 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Schweppes**

(Schweppes launches a national consumer sweepstakes offering a trip to New York to see Broadway shows as part of its sponsorship of the League of American Theatres & Producers)

Entertainment Marketing Letter, v 11, n 12, p 9  
December 1998

DOCUMENT TYPE: Newsletter; News Brief ISSN: 1048-5112 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 61

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...shows. The instant-win game is featured on several of the brand's beverages; winning **messages** are under the **cap** on marked **bottles**, says Kelli Freeman, Schweppes Brand Manager (phone: 972-673-7000).

...

11/3,K/2 (Item 2 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2003 Resp. DB Svcs. All rts. reserv.

02184831 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Don't Go There**

(Pepsi Cola Co kicks off new "Pepsi Pop Culture" summer marketing campaign & contest, supported by TV, radio, print & outdoor advertising and point-of-purchase efforts)

Supermarket News, v 48, n 26, p 12  
June 29, 1998

DOCUMENT TYPE: Journal ISSN: 0039-5803 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 197

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...me?" or the endlessly useful "Don't go there." The game is played by finding **words** under the **caps** of Pepsi **bottles** or at the bottom of Pepsi cups and using them to match the preselected pop...

11/3,K/7 (Item 7 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
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01521180 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Olympic Mettle**

(The summer-1996 Olympic games have attracted a record licensing haul as vendors seek their share of the glory)

BrandMarketing Supplement to Supermarket News, p 12+  
June 03, 1996

DOCUMENT TYPE: Journal (United States)  
LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 926

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...sweepstakes.

One out of three consumers will win prizes and discounts by finding instant-win **messages** under the red **caps** of specially marked **bottles**. Additionally, all can multipacks include coupons from Olympic sponsors Mattel, Sports Illustrated, Motorola and Avon...

11/3,K/45 (Item 2 from file: 160)

DIALOG(R) File 160:Gale Group PROMT(R)

(c) 1999 The Gale Group. All rts. reserv.

00855759

**Sunbeam** **Plastics'** injection-molded bottle cap permanently displays the word **'opened'** after it is first removed.

News Release (for further information apply to company indexed) December 28, 1982 p. 1-3

**Sunbeam** **Plastics'** injection-molded bottle cap permanently displays the word **'opened'** after it is first removed.

11/TI/3 (Item 3 from file: 9)  
DIALOG(R)File 9:(c) 2003 Resp. DB Svcs. All rts. reserv.

Cerruti's Younger Image

11/TI/4 (Item 4 from file: 9)  
DIALOG(R)File 9:(c) 2003 Resp. DB Svcs. All rts. reserv.

Dannon Yogurt - French Vanilla with Raspberries; French Vanilla with Strawberries; Tropical with Peaches

11/TI/5 (Item 5 from file: 9)  
DIALOG(R)File 9:(c) 2003 Resp. DB Svcs. All rts. reserv.

The Real Thing

11/TI/6 (Item 6 from file: 9)  
DIALOG(R)File 9:(c) 2003 Resp. DB Svcs. All rts. reserv.

Coca-Cola Card's first ad takes jab at Pepsi Stuff

11/TI/8 (Item 8 from file: 9)  
DIALOG(R)File 9:(c) 2003 Resp. DB Svcs. All rts. reserv.

COCA-COLA GOES OLYMPIC

11/TI/9 (Item 9 from file: 9)  
DIALOG(R)File 9:(c) 2003 Resp. DB Svcs. All rts. reserv.

The Dental Touch

11/TI/10 (Item 10 from file: 9)  
DIALOG(R)File 9:(c) 2003 Resp. DB Svcs. All rts. reserv.

Coca-Cola Making Summer Splash

11/TI/11 (Item 11 from file: 9)  
DIALOG(R)File 9:(c) 2003 Resp. DB Svcs. All rts. reserv.

Pathmark to Offer Chicken Meals

11/TI/12 (Item 1 from file: 16)  
DIALOG(R)File 16:(c) 2003 The Gale Group. All rts. reserv.

**How Will Marketers Handle The End Of The Millennium.**

11/II/13 (Item 2 from file: 16)  
DIALOG(R)File 16:(c) 2003 The Gale Group. All rts. reserv.

**Snapple's Schizophrenic Summer.**

11/II/14 (Item 3 from file: 16)  
DIALOG(R)File 16:(c) 2003 The Gale Group. All rts. reserv.

**37% would raise glass for a drink of choice. (Brief Article) (Statistical Data Included)**

11/II/15 (Item 4 from file: 16)  
DIALOG(R)File 16:(c) 2003 The Gale Group. All rts. reserv.

**Strategy as revolution.**

11/II/16 (Item 5 from file: 16)  
DIALOG(R)File 16:(c) 2003 The Gale Group. All rts. reserv.

**LET THE GAMES BEGIN! 'COCA-COLA RED HOT OLYMPIC SUMMER' SIZZLES ACROSS THE U.S. WITH GOLD MEDAL PRIZES AND UNPRECEDENTED ODDS OF WINNING**

11/II/17 (Item 6 from file: 16)  
DIALOG(R)File 16:(c) 2003 The Gale Group. All rts. reserv.

**Misty facials**

11/II/18 (Item 7 from file: 16)  
DIALOG(R)File 16:(c) 2003 The Gale Group. All rts. reserv.

**Cross-cultural blunders leave consumers cold**

11/II/19 (Item 8 from file: 16)  
DIALOG(R)File 16:(c) 2003 The Gale Group. All rts. reserv.

**House bills called weaker than last year, diminish chances for '93 maritime reform**

11/II/20 (Item 9 from file: 16)  
DIALOG(R)File 16:(c) 2003 The Gale Group. All rts. reserv.

**Getting to grips with packaging**

11/II/21 (Item 10 from file: 16)  
DIALOG(R)File 16:(c) 2003 The Gale Group. All rts. reserv.

**Aquanatics Doesn't Plan to Go Flat**

11/TI/22 (Item 1 from file: 47)  
DIALOG(R)File 47:(c) 2003 The Gale group. All rts. reserv.

L.A. Convention Center: Function Amidst the Fun.

11/TI/23 (Item 2 from file: 47)  
DIALOG(R)File 47:(c) 2003 The Gale group. All rts. reserv.

Five major myths about garbage, and why they're wrong.

11/TI/24 (Item 3 from file: 47)  
DIALOG(R)File 47:(c) 2003 The Gale group. All rts. reserv.

The sweet smell of success.

11/TI/25 (Item 1 from file: 141)  
DIALOG(R)File 141:(c) 2003 The HW Wilson Co. All rts. reserv.

Boutique attitude.

11/TI/26 (Item 1 from file: 148)  
DIALOG(R)File 148:(c)2003 The Gale Group. All rts. reserv.

Classified Lists of Product Resources.

11/TI/27 (Item 2 from file: 148)  
DIALOG(R)File 148:(c)2003 The Gale Group. All rts. reserv.

CERRUTI'S YOUNGER IMAGE.

11/TI/28 (Item 3 from file: 148)  
DIALOG(R)File 148:(c)2003 The Gale Group. All rts. reserv.

How will marketers handle the end of the millennium. (marketing implications of the so-called Millennial Fever) (includes related article on the Heaven's Gate cult)

11/TI/29 (Item 4 from file: 148)  
DIALOG(R)File 148:(c)2003 The Gale Group. All rts. reserv.

Millennial Fever: as the 1990s draw to a close, Millennial Fever is heating up. Here's a look at its symptoms and how marketers can take advantage of them by striking while the iron is hot. (includes a related article on Heaven's Gate mass suicide)

11/TI/30 (Item 5 from file: 148)  
DIALOG(R)File 148:(c)2003 The Gale Group. All rts. reserv.

How the brand led the brand to expand Pepsi's market share. (Pepsi successful with Spice Girls on-pack promotion)

11/TI/31 (Item 6 from file: 148)  
DIALOG(R)File 148:(c)2003 The Gale Group. All rts. reserv.

Olympic mettle. (licensing revenues for the 1996 Summer Olympics) (Brand Marketing supplement)

11/TI/32 (Item 7 from file: 148)  
DIALOG(R)File 148:(c)2003 The Gale Group. All rts. reserv.

Chug! Chug! Chug! Chug! (marketing beverages)

11/TI/33 (Item 8 from file: 148)  
DIALOG(R)File 148:(c)2003 The Gale Group. All rts. reserv.

Pathmark to offer chicken meals. (Pathmark Stores Inc.)

11/TI/34 (Item 9 from file: 148)  
DIALOG(R)File 148:(c)2003 The Gale Group. All rts. reserv.

How come I'm never home when opportunity knocks.

11/TI/35 (Item 10 from file: 148)  
DIALOG(R)File 148:(c)2003 The Gale Group. All rts. reserv.

ORIGINAL COORS BEER TO CELEBRATE 120TH BIRTHDAY

11/TI/36 (Item 11 from file: 148)  
DIALOG(R)File 148:(c)2003 The Gale Group. All rts. reserv.

Mind if we dance with your dates? (date coding on carbonated soft drink containers) (Column)

11/TI/37 (Item 12 from file: 148)  
DIALOG(R)File 148:(c)2003 The Gale Group. All rts. reserv.

Soho on the rebound. (Soho Natural Soda)

11/TI/38 (Item 13 from file: 148)  
DIALOG(R)File 148:(c)2003 The Gale Group. All rts. reserv.

Soho tries comeback, as New Age golden oldie plays it again. (Soho Natural Soda resuscitated under Joseph E. Seagram and Sonc Inc. Seagram Beverage Co.)

11/TI/39 (Item 14 from file: 148)  
DIALOG(R)File 148:(c)2003 The Gale Group. All rts. reserv.

Posing a toast: big bottlers support FDA's new water labeling proposals. (US Food and Drug Administration) (Special Supplement: Supermarket Beverage)

11/TI/40 (Item 15 from file: 148)  
DIALOG(R)File 148:(c)2003 The Gale Group. All rts. reserv.

Complying with the toxicity characteristic rule.

11/TI/41 (Item 16 from file: 148)  
DIALOG(R)File 148:(c)2003 The Gale Group. All rts. reserv.

Food's fun factor. (New Product Strategies)

11/TI/42 (Item 17 from file: 148)  
DIALOG(R)File 148:(c)2003 The Gale Group. All rts. reserv.

An electronics company by any other name.... If your company makes  
supercomputers and your corporate name means "dead fish" in French, it  
may be time for a change. (Arix Corp.)

11/TI/43 (Item 18 from file: 148)  
DIALOG(R)File 148:(c)2003 The Gale Group. All rts. reserv.

Coors and Coors Light are exported to Bermuda.

11/TI/44 (Item 1 from file: 160)  
DIALOG(R)File 160:(c) 1999 The Gale Group. All rts. reserv.

Non-tomato sauces packaged in glass.

11/TI/46 (Item 1 from file: 484)  
DIALOG(R)File 484:(c) 2003 ProQuest. All rts. reserv.

Rethinking American grand strategy: Hegemony or balance of power in the  
twenty-first century?

11/TI/47 (Item 2 from file: 484)  
DIALOG(R)File 484:(c) 2003 ProQuest. All rts. reserv.

Flip your lid

11/TI/48 (Item 3 from file: 484)  
DIALOG(R)File 484:(c) 2003 ProQuest. All rts. reserv.

Milk Bottle Caps

11/TI/49 (Item 1 from file: 583)  
DIALOG(R)File 583:(c) 2002 The Gale Group. All rts. reserv.

PERRIER CONTINUES SEASONAL POSTER CAMPAIGN  
UK - PERRIER CONTINUES SEASONAL POSTER CAMPAIGN

11/TI/50 (Item 1 from file: 636)

DIALOG(R)File 636:(c) 2003 The Gale Group. All rts. reserv.

COLOMBIA: NOTES ON FIGHTING, RECENT DEVELOPMENTS BETWEEN REBEL GROUPS &  
GOVERNMENT

11/II/51 (Item 1 from file: 646)  
DIALOG(R)File 646:(c) 2003 Consumer Union. All rts. reserv.

Selling it; Nice lines, but where's the engine?

11/II/52 (Item 1 from file: 809)  
DIALOG(R)File 809:(c) 1999 Bridge. All rts. reserv.

VIDEO RENTALS:" MESSAGE IN A BOTTLE " IN TOP SPOT WITH \$4.25 MLN

11/II/53 (Item 2 from file: 809)  
DIALOG(R)File 809:(c) 1999 Bridge. All rts. reserv.

TOP 10 N. AMERICAN MOVIES:" MESSAGE IN A BOTTLE " TAKES TOP SPOT

11/II/54 (Item 3 from file: 809)  
DIALOG(R)File 809:(c) 1999 Bridge. All rts. reserv.

TOP 10 N. AMERICAN MOVIEWS:" MESSAGE IN A BOTTLE " TAKES TOP SPOT

11/II/55 (Item 4 from file: 809)  
DIALOG(R)File 809:(c) 1999 Bridge. All rts. reserv.

SEATTLE CLOTHES DESIGNER DOES WINDOWS TOO

11/II/56 (Item 5 from file: 809)  
DIALOG(R)File 809:(c) 1999 Bridge. All rts. reserv.

HOUSE BILLS CALLED WEAKER THAN '92, DIMINISH CHANCES FOR '93 MARITIME  
REFORM

11/II/57 (Item 1 from file: 492)  
DIALOG(R)File 492:(c) 2002 Phoenix Newspapers. All rts. reserv.

NO 'ANDS' OR 'BUTS': COLUMNIST ERRED

11/II/58 (Item 2 from file: 492)  
DIALOG(R)File 492:(c) 2002 Phoenix Newspapers. All rts. reserv.

EMPTY VAULT WON'T END LURE OF GANGSTER LORE

11/II/59 (Item 1 from file: 494)  
DIALOG(R)File 494:(c) 2003 St Louis Post-Dispatch. All rts. reserv.

MORNING BRIEFING



11/TI/60 (Item 1 from file: 498)  
DIALOG(R)File 498:(c) 2003 Detroit Free Press Inc. All rts. reserv.

SOME EXPRESSIONS ARE KEPT ALL IN THE FAMILY

11/TI/61 (Item 2 from file: 498)  
DIALOG(R)File 498:(c) 2003 Detroit Free Press Inc. All rts. reserv.

ANNUAL OBSERVANCE NOT ENOUGH, SOME SAY

11/TI/62 (Item 1 from file: 631)  
DIALOG(R)File 631:(c) 2003 Boston Globe. All rts. reserv.

CHECK OUT WHAT'S NEW AT THE LIBRARY

11/TI/63 (Item 2 from file: 631)  
DIALOG(R)File 631:(c) 2003 Boston Globe. All rts. reserv.

BEFORE YOU BITE, TAKE THE FOOD LITERACY TEST

11/TI/64 (Item 3 from file: 631)  
DIALOG(R)File 631:(c) 2003 Boston Globe. All rts. reserv.

IS THIS 'DRY' FOR YOU?

11/TI/65 (Item 4 from file: 631)  
DIALOG(R)File 631:(c) 2003 Boston Globe. All rts. reserv.

CAMP COOKING THAT NEVER BORES

11/TI/66 (Item 5 from file: 631)  
DIALOG(R)File 631:(c) 2003 Boston Globe. All rts. reserv.

BY ERMA BOMBECK A CLEAN SWEEP HAUNTS SWEEPER

11/TI/67 (Item 1 from file: 633)  
DIALOG(R)File 633:(c) 2003 Philadelphia Newspapers Inc. All rts. reserv.

JUICE COMPANY IS IN CHAPTER 11 BUT NOT IN THE CEMETERY, FOUNDER SAYS  
ELLIOTT'S AMAZING JUICES SAYS IT HAS ORDERS. WHAT IT LACKS IS CASH TO  
FILL THEM, THE FOUNDER SAYS.

11/TI/68 (Item 2 from file: 633)  
DIALOG(R)File 633:(c) 2003 Philadelphia Newspapers Inc. All rts. reserv.

WISDOM IS BACK ON ALL ELLIOTT'S BOTTLE CAPS

11/TI/69 (Item 1 from file: 638)  
DIALOG(R)File 638:(c) 2003 Newsday Inc. All rts. reserv.

**LONG ISLAND DIARY RONKONKOMA WOMAN'S PASSION IS BOTTLED UP**

11/TI/70 (Item 2 from file: 638)  
DIALOG(R)File 638:(c) 2003 Newsday Inc. All rts. reserv.

**DESIGN NOTES**

11/TI/71 (Item 1 from file: 640)  
DIALOG(R)File 640:(c) 2003 Chronicle Publ. Co. All rts. reserv.

**BOTTLE MAKES AN INCREDIBLE OCEAN VOYAGE**

11/TI/72 (Item 1 from file: 641)  
DIALOG(R)File 641:(c) 2003 Scripps Howard News. All rts. reserv.

**BOX OFFICE**

11/TI/73 (Item 2 from file: 641)  
DIALOG(R)File 641:(c) 2003 Scripps Howard News. All rts. reserv.

**ANOTHER EDITION OF ODDS AND ENDS**

11/TI/74 (Item 3 from file: 641)  
DIALOG(R)File 641:(c) 2003 Scripps Howard News. All rts. reserv.

**THERAPY HELPED 3-YEAR-OLD OVERCOME FEARS**

11/TI/75 (Item 1 from file: 702)  
DIALOG(R)File 702:(c) 2003 The Miami Herald Publishing Co. All rts. reserv.

**FINDING SOMEONE TO TAKE CARE OF THE KIDS CAN BE A PARENT'S TOUGHEST JOB,  
THE BABY SITTER BLUES**

11/TI/76 (Item 2 from file: 702)  
DIALOG(R)File 702:(c) 2003 The Miami Herald Publishing Co. All rts. reserv.

**ANOTHER FLAT STATEMENT**

11/TI/77 (Item 1 from file: 703)  
DIALOG(R)File 703:(c) 2003 USA Today. All rts. reserv.

**Moviegoers get the 'Message'**

11/TI/78 (Item 2 from file: 703)  
DIALOG(R)File 703:(c) 2003 USA Today. All rts. reserv.

**AMOCO REVS UP ADS PITCH FEATURES CAR WITH REAL CHARACTER**

11/TI/79 (Item 1 from file: 704)  
DIALOG(R)File 704:(c) 2003 The Oregonian. All rts. reserv.

**A STREAK OF DETERMINATION**

11/TI/80 (Item 2 from file: 704)  
DIALOG(R)File 704:(c) 2003 The Oregonian. All rts. reserv.

**KIDS TAKE THE HELM WHEN IT COMES TO BICYCLE HELMETS**

11/TI/81 (Item 3 from file: 704)  
DIALOG(R)File 704:(c) 2003 The Oregonian. All rts. reserv.

**FOOD LABELING ADDS TO BURDEN OF HAVING TOO MUCH TO EAT**

11/TI/82 (Item 1 from file: 713)  
DIALOG(R)File 713:(c) 2003 Atlanta Newspapers. All rts. reserv.

**CONYERS MONK RECORDS HIS LIFE WITH POET'S HEART**

11/TI/83 (Item 1 from file: 714)  
DIALOG(R)File 714:(c) 2003 Baltimore Sun. All rts. reserv.

**Mystery lures teens in Coke ad campaign; Teaser: An imaginative Coca-Cola marketing campaign is luring computer-savvy teen-agers with free voice mail accounts and discounts.**

11/TI/84 (Item 2 from file: 714)  
DIALOG(R)File 714:(c) 2003 Baltimore Sun. All rts. reserv.

**Trying to woo Hollywood to Maryland's waterfront**

11/TI/85 (Item 3 from file: 714)  
DIALOG(R)File 714:(c) 2003 Baltimore Sun. All rts. reserv.

**IN BALTIMORE, THEY TURN OUT TO PUT ON THE POG**

11/TI/86 (Item 4 from file: 714)  
DIALOG(R)File 714:(c) 2003 Baltimore Sun. All rts. reserv.

**FEAR OF FOOD**

11/TI/87 (Item 5 from file: 714)  
DIALOG(R)File 714:(c) 2003 Baltimore Sun. All rts. reserv.

**SO MANY WORDS, SO LITTLE TIME AFTER TWENTY-SIX YEARS, DICTIONARY STILL AWAITS ITS FINAL CHAPTER**

11/TI/88 (Item 1 from file: 715)  
DIALOG(R)File 715:(c) 2003 Christian Science Monitor. All rts. reserv.

**ETC. . .**

11/II/89 (Item 1 from file: 735)  
DIALOG(R)File 735:(c) 2000 St. Petersburg Times. All rts. reserv.

MIAMI'S CUBAN EXILES GIVE RATHER THAN FORGET

11/II/90 (Item 2 from file: 735)  
DIALOG(R)File 735:(c) 2000 St. Petersburg Times. All rts. reserv.

22 STUDENTS HONORED FOR TURNING LIVES AROUND

11/II/91 (Item 3 from file: 735)  
DIALOG(R)File 735:(c) 2000 St. Petersburg Times. All rts. reserv.

GUERRILLAS ESCAPE FROM CHILEAN JAIL

| Set | Items    | Description   |
|-----|----------|---|
| S1  | 2008003  | PLASTIC? OR ELASTOMER? OR THERMOELASTIC? OR POLYMER??                         |
| S2  | 1077994  | DISC OR DISCS OR DISK OR DISKS OR WASHER? ? OR GASKET? ?                      |
| S3  | 10607663 | CAP OR CAPS OR TOP OR TOPS OR COVER????                                       |
| S4  | 6937817  | INDICIA OR WORD? ? OR MESSAGE? ? OR ANNOUNCEMENT? ? OR PHR-ASE? ? OR QUOTE? ? |
| S5  | 10668152 | S3 OR LID OR LIDS   |
| S6  | 44680    | S5(3N) (BOTTLE? ? OR CONTAINER? ? OR JAR? ?)                                  |
| S7  | 174      | S6(5N)S4  |
| S8  | 115      | S7 NOT PY>1999  |
| S9  | 95       | RD (unique items)   |
| S10 | 8        | S9 AND S2   |
| S11 | 91       | S9 NOT PD>19991013  |

? show files

File 9:Business & Industry(R) Jul/1994-2003/Apr 18  
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File 16:Gale Group PROMT(R) 1990-2003/Apr 18  
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File 47:Gale Group Magazine DB(TM) 1959-2003/Apr 17  
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File 112:UBM Industry News 1998-2003/Apr 17  
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(c) 2003 Gale Research Inc.

File 141:Readers Guide 1983-2003/Mar  
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File 148:Gale Group Trade & Industry DB 1976-2003/Apr 18  
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(c) 2003 Philadelphia Newspapers Inc  
File 638: Newsday/New York Newsday 1987-2003/Apr 20  
(c) 2003 Newsday Inc.  
File 640: San Francisco Chronicle 1988-2003/Apr 20  
(c) 2003 Chronicle Publ. Co.  
File 641: Rocky Mountain News Jun 1989-2003/Apr 19  
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File 702: Miami Herald 1983-2003/Apr 19  
(c) 2003 The Miami Herald Publishing Co.  
File 703: USA Today 1989-2003/Apr 19  
(c) 2003 USA Today  
File 704: (Portland) The Oregonian 1989-2003/Apr 20  
(c) 2003 The Oregonian  
File 713: Atlanta J/Const. 1989-2003/Apr 20  
(c) 2003 Atlanta Newspapers  
File 714: (Baltimore) The Sun 1990-2003/Apr 21  
(c) 2003 Baltimore Sun  
File 715: Christian Sci. Mon. 1989-2003/Apr 21  
(c) 2003 Christian Science Monitor  
File 725: (Cleveland) Plain Dealer Aug 1991-2003/Apr 20  
(c) 2003 The Plain Dealer  
File 735: St. Petersburg Times 1989- 2000/Nov 01  
(c) 2000 St. Petersburg Times